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United States Senate

COMMITTEE ON COMMERCE, SCIENCE,
AND TRANSPORTATION

WASHINGTON, DC 20510-6125

WEB SITE: <http://commerce.senate.gov>

ELLEN DONESKI, STAFF DIRECTOR
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October 3, 2011

1383

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Chairman Genachowski:


Last year, the Commercial Advertisement Loudness Mitigation (CALM) Act was signed into law. This legislation, which is designed to prevent consumers from being subjected to excessively loud television commercials, originated in its final form in the United States Senate Committee on Commerce, Science, and Transportation.

While excessively loud advertisements may seem like a small thing, they have been the source of big irritation for consumers for many years. In fact, the Federal Communications Commission has received complaints about loud commercials since the inception of commercial television, more than five decades ago. In passing the CALM Act, Congress sought to finally turn down the volume on all television commercials, regardless of the entity responsible for inserting them into the programming. Despite what some parties are now suggesting, we did not intend to fix this problem for only a small fraction of commercials, leaving the majority of advertisements free to blare and irritate television viewers.

I appreciate the efforts the Commission already has underway to implement the CALM Act for consumers. I urge you to develop rules that will fix this persistent problem for all television commercials.

Thank you.

Sincerely,


JOHN D. ROCKEFELLER IV
Chairman



FEDERAL COMMUNICATIONS COMMISSION

October 14, 2011

JULIUS GENACHOWSKI
CHAIRMAN

The Honorable John D. Rockefeller IV
Chairman
Committee on Commerce, Science, and Transportation
United States Senate
254 Russell Senate Office Building
Washington, D.C. 20510

Dear Chairman Rockefeller:

Thank you for your letter regarding the Commission's proceeding to implement the Commercial Advertisement Loudness Mitigation (CALM) Act. I appreciate your strong leadership on this issue and value your thoughts on the proceeding. We will make your letter part of the record.

The period for public comment in the proceeding has closed and Commission staff is reviewing the record. I look forward to the staff's recommendation for implementing the Act.

Please do not hesitate to contact me if I can be of further assistance.

Sincerely,

A handwritten signature in black ink, appearing to read "Julius Genachowski", is written over a large, stylized checkmark.

Julius Genachowski